BE A FAN: DISCOVER INDIO
INDIO’S TOP 10

1. **INDIO IS THE LARGEST AND FASTEST GROWING CITY IN THE COACHELLA VALLEY**

   With a 2017 base population of 88,092 residents, Indio is one of the most vibrant and dynamic commercial destinations in Southern California.

2. **INDIO HOSTS THE MOST FAMOUS MUSIC & ARTS FESTIVALS IN THE WORLD**

   Indio’s registered trademark is the “City of Festivals” for a good reason. There are 1.4 million people who visit Indio every year to attend the most famous music, food and arts festivals in the world. Indio hosted festivals such as Desert Trip, Coachella Valley Music & Arts Festival, Southwest Arts Festival, Stagecoach Country Music Festival, Riverside County Fair and National Date Festival, and the Indio International Tamale Festival to name a few.

3. **INDIO’S POPULATION IS BOOMING**

   Currently at 88,092 total, Indio’s population is expected to exceed 100,000 by 2020 and 170,000 by 2035. There are currently over 3,000 new homes under construction or in the planning stage, and the city is expected to add 54,000 residential units by 2035.
INDIO HAS BEEN INTERNATIONALLY RECOGNIZED AS A GREAT PLACE TO LIVE AND TO RAISE A FAMILY. RECENT AWARDS, RECOGNITIONS AND DESIGNATIONS INCLUDE:

- WalletHub.com 2015 ranked Indio #105 of the Top 500 USA Cities with the Fastest Growing Economies
- NerdWallet.com 2015 ranked Indio #4 in the Inland Empire as the Best Cities to Start a Restaurant
- NerdWallet.com 2014 ranked Indio 19th in cities under 100,000 Best Small City for Women in the Workforce
- BizBash.com 2015 listed Indio’s Coachella Music Festival in the Top 100 Events in the USA
- The Matador Network Travel Media 2016 ranked Indio the #1 City in the USA for live music
- NerdWallet.com ranked Indio in the Top 20 Best Cities for Young Families in California
- America’s Promise Alliance 2011 & 2012 ranked Indio as one of 100 best communities for Young People
- Indio High School nationally ranked in top 8% by U.S. News and World Report and top 6% by the Washington Post
- U.S. Department of Justice 2016 selected the Indio Police Department as 1 of 15 law enforcement agencies nationwide to serve as a model for implementing the President’s 21st Century Policing Task Force recommendations
INDIO’S TOP 10

INDIO’S TWO PRIME COMMERCIAL CORRIDORS HAVE SIGNIFICANT VEHICLE TRAFFIC
The I-10 freeway that runs through Indio has 52.5 million vehicles annually and Highway 111, which is the main artery through Indio, has 12.5 million vehicles annually. The new Jefferson Street Interchange on I-10 will provide easy access to the City and will be one of the primary gateways to Indio for residents and visitors.

INDIO’S UTILITIES ARE AFFORDABLE
Electrical service provided by the Imperial Irrigation District (IID) is 30% cheaper compared to Southern California Edison rates in the West Valley. In addition, the Indio Water Authority, which is managed by the City, provides affordable water to 77,000 residents and businesses within the City and is a leader in conservation and sustainability.

INDIO’S POPULATION GROWS DRAMATICALLY DURING TOURIST AND FESTIVAL SEASON
The City of Indio has evolved into a year-round destination spot with an additional 30,000 affluent residents living in Indio during the winter season.
INDIO IS ATTRACTION MAJOR RETAILERS, RESTAURANTS AND HOTELS

Major retailers such as Walmart, Hibbet Sports, 99 Cents Only Store, Jack in the Box and Regency Centers have opened in Indio and many more are expected. The first Dunkin’ Donuts and Your Pie in the Coachella Valley also recently opened in Indio. Loma Linda University Children’s Hospital will open a new outpatient pavilion in downtown Indio in late 2017. Joining the I-10 Auto Mall is a new Chrysler, Dodge, Jeep and Ram dealership. Also opening in Summer 2018 is a 120-room Fairfield Inn & Suites by Marriott.

WITH THE PASSAGE OF MEASURE X, INDIO WILL START MAJOR INFRASTRUCTURE IMPROVEMENTS AND ENHANCE PUBLIC SAFETY SERVICES

In November 2016, Indio residents overwhelmingly passed Measure X, a 1% sales tax increase that is estimated to provide $8.5 million per year. This revenue will provide Indio with the ability to complete key infrastructure projects such as building new police and fire stations, repaving roadways and increasing public safety services.

INDIO IS BUSINESS FRIENDLY AND WANTS TO HELP YOU OPEN A BUSINESS AND SUPPORT YOUR WORKFORCE NEEDS IN INDIO

The City of Indio maintains a local vendor purchasing preference and a 25% reduction in development impact fees to promote development in Indio. The Coachella Valley Economic Partnership offers start-up businesses an incubator program known as iHub and the Riverside County Workforce Development Center, which is located in Indio, provides companies professional and technical workforce needs.
See What’s in Store

Topping the Charts:

AT THE HEART OF THE SOUTHWEST

Situated in a prime position that’s just a couple hours from Los Angeles and San Diego, and about 4 hours from Las Vegas and Phoenix, Indio is easily accessible for tourists and festival-goers situated along the main artery connecting the southern U.S. states, Interstate 10.

AN EXPLOSION OF GROWTH

The Eastern Coachella Valley has the capacity for tremendous growth. Of all 9 desert cities, Indio holds the key due to its available land and rapidly expanding economy. Indio’s population is projected to reach 100,000 by 2020, and the 5-mile radius population is 133,224 with average household income and discretionary spending on the rise.

THE FESTIVALS AND BEYOND

World-famous music and arts festivals have garnered more than international attention for Indio. Their economic impact is $212 million for the city and is expected to grow as new events are added. The festivals are a gateway for introducing newcomers to Indio, who often plan return visits or look at relocating once they’ve experienced Indio’s exceptional quality of life.
The Future's So Bright

How We Shine!

enjoy every moment!
The average age in Indio is 33.1 years old.

The total population is 88,092, which is projected to reach over 100,000 by 2020.

20.8% of the Indio population holds an associate degree or better.

There are 27,076 households with an expected increase in 5 years to 30,470, a 12.5% increase.

The average household income in Indio is $67,327 with average disposable income of $54,941.

65% of INDIO’s residents own their own home.
There is a tremendous opportunity to capture the spending of Indio residents since almost 90% of them spend their money on retail, restaurants and entertainment outside the city. Feedback from our residents indicate they would shop and dine in Indio if there were more retail, restaurants and entertainment available in the city.

**Retail**
From boutique to big box retail, opportunities abound in Indio.

**Restaurants**
Indio’s diverse population and high discretionary income present opportunities from casual to more formal dining establishments.

**Hotels & Hospitality**
Indio’s expanding tourism and festivals present a key opportunity for adding new hotels and resorts.

**Auto Dealers**
Indio currently has the capacity to add four new auto dealers to the City of Indio I-10 Auto Mall.
Everyday's a HoliDATE!

Your chance to grow with us, our future is bright!
Key Economic Development Zones

1. North Freeway Commercial Zone
2. Indio Boulevard Revitalization Corridor
3. Fantasy Springs Leisure & Hospitality District
4. The Downtown Arts & Culture District
5. Indio Fashion Mall District
6. Polo Square Lifestyle Zone
7. Empire Polo Club & Entertainment District
8. Northgate Mixed Use District
Key Economic Development Zones

1. North Freeway Commercial Zone
The North Freeway Commercial Zone encompasses major national retailers like Walmart, Home Depot, Marshalls and Petco. The I-10 Auto Mall is also located in this Zone, and has capacity to add four new auto dealers. The Zone includes 1 million square feet of existing retail, with available space to grow.

_Dunkin’ Donuts chose this commercial district in Indio for its first location in the Coachella Valley._

2. Indio Boulevard Revitalization Corridor
The Indio Boulevard Revitalization Corridor is the gateway to Downtown Indio, and currently contains approximately 25,000 square feet of strip center commercial, including a variety of services, motels and restaurants. It is conveniently located near the I-10 freeway, and is also home to industrial spaces. There is ample opportunity for revitalization in this Zone.

_Traffic counts on Interstate 10, running through North Indio, are 52.5 million vehicles annually._

3. Fantasy Springs Leisure & Hospitality District
The Fantasy Springs Leisure and Hospitality District is located at the northeast gateway to Indio just off the I-10 freeway. This Zone sits adjacent to the Fantasy Springs Resort Casino, operated by the Cabazon Band of Mission Indians. The resort brings in top headliners to its Events Center, and offers other entertainment at its Fantasy Lanes Bowling Center and Eagle Falls Golf Resort.

_Holiday Inn Express added a location at this Zone in 2014, and it’s an ideal location for additional hospitality properties._

4. The Downtown Arts & Culture District
The Downtown Indio Specific Plan has been created to set the vision and guiding principals for the revitalization of downtown into a vibrant arts, culture and mixed-use area of our city. An abundance of city-owned property provides an opportunity for the development community to partner with the city to develop new residential, retail, commercial and mixed-use development. Loma Linda University Children’s Hospital is building a pediatric outpatient clinic here to serve 135,000 children in the region. College of the Desert is already here and has been so successful, plans are in motion to double the size of the campus adding a new 48,000 square foot facility – bringing the total student population to 8,640.

_The Coachella Valley’s only law school, the California Desert Trial Academy, is located in this Zone – along with the Indio Performing Arts Center (IPAC) and the Coachella Valley History Museum._
Indio Fashion Mall District
The Indio Fashion Mall District is a prime opportunity for an experienced based mixed use project. Positioned at the crossroads of Highway 111 and Monroe Street, this Zone is lined with a number of convenient shops, restaurants and services. However, there are still a number of retail needs not being met by the existing retail mix – making it ripe with potential for new investors to partner with the city.

For more than 70 years, the Riverside County Date Festival has drawn thousands of fair lovers to this Zone each February. The fairgrounds are also home to an Open Air Market each Wednesday and Saturday.

Polo Square Lifestyle Zone
The Polo Square Lifestyle Zone is located on the west Highway 111 corridor, with a 50-acre parcel at its core known as Polo Square. It’s complimented by historic gems like Shields Date Garden, dating back to 1924. This Zone is well-suited for a mix of retail, restaurant, entertainment, hospitality and residential developments. It will play a pivotal role in Indio’s future development. Nearby, a 21,000 square foot restaurant and event venue known as Jackalope Ranch offers several patios with a view of luscious landscaping and twin waterfalls.

Shields Date Garden is one of the Coachella Valley’s best-loved tourist attractions, with a café, retro gift shop and garden path that winds through the 17-acre date orchard.

Empire Polo Club & Entertainment District
The Empire Polo Club Resort and Entertainment District has been showcased in the national spotlight with the Coachella Valley Music and Arts Festival, Stagecoach Country Music Festival and Desert Trip. The Zone also hosts the desert’s polo season. The Empire Polo Club Resort has extraordinary event venues such as The Rose Garden, Hacienda del Toro, Medjhool Lake and The Forum. The addition of resorts and related tourist amenities will create an economic spin-off for the entire community.

The Coachella Valley Music and Arts Festival in Indio began in 1999, and is the most profitable music festival in the U.S. today.

Northgate Mixed Use District
The Northgate Mixed Use District occupies a key gateway location at Jefferson Street and I-10/Indio Boulevard. Jefferson Street is one of the primary gateways into the City of Indio, with a multitude of developable land. Plans for Northgate include a hotel, apartments, fast-food and medical uses.

The Jefferson Street/I-10 interchange, which is under construction and should be completed in 2018, is considered the most ambitious interchange project in the Coachella Valley. The new Jefferson Street interchange will provide easy access to Indio for our residents and visitors.
For more information regarding city incentives & additional opportunities, please contact:

CARL S. MORGAN
Director of Economic Development
City of Indio | Economic Development
100 Civic Center Mall | Indio, CA 92201

CMorgan@INDIO.org

760-541-4203